Press Release

digitalSTROM Positions Itself for the International Mass Market and Presents Attractive Advanced Development of Its Smart Home Platform

Berlin, August 30, 2016. At the Internationale Funkausstellung (International Consumer Electronics Fair, IFA), digitalSTROM AG will display many exclusive innovations related to the smart home. In addition to many fascinating new applications and partnerships, the German-Swiss company will also exclusively present an advanced development of its platform to visitors. With the help of the digitalSTROM device bots that are being introduced for the first time, devices will become intelligent and capable of learning. If a single device is connected to the platform, it already results in significant added value for the customer because the device becomes capable of learning and smart. The digitalSTROM services such as voice command and automation are already available. This has allowed digitalSTROM to usher in a new era of the smart home because it significantly lowers the entry threshold for customers to create their own smart home. But providers of household appliances can now also enter the world of really intelligent devices more easily due to this further development and become a partner of digitalSTROM. With the advanced development of its platform, digitalSTROM AG demonstrates its readiness for the international mass market.

More easily than ever before, the consumer's own four walls become a real smart home with digitalSTROM. The basis for this is the **advanced development of the multi-award winning digitalSTROM platform** presented exclusively at the IFA. This makes it possible for the home to become smart with just one or two devices. In particular, these devices immediately acquire their own intelligence after they are plugged in and the new **dSS IP** allows them to access all of the digitalSTROM services such as voice command and automation. As a result, digitalSTROM can be used as a simple do-it-yourself solution for the first time.

Another advantage is its openness, which enables any device – independent of its manufacturer – to immediately become a part of the digitalSTROM platform. The only requirement is an open IP interface. As a result, customers are free in their choice of devices and it's easier than ever for household appliance suppliers to become a partner and therefore part of the multi-award winning digitalSTROM system.

Presented for the first time at the IFA, the **digitalSTROM device bots** that equip electric devices in the household with their own intelligence are an important basis for this purpose. Because they have access to the world's best algorithms, devices that are equipped with bots are immediately capable of learning and also automatically adapting to particular conditions in keeping with the situation. This is how every device gets better day by day – no matter when it is integrated into the digitalSTROM system. Even a simple electric kettle or a window equipped with a ventilation system becomes smarter in this way: A certain type of general knowledge is available to the devices thanks to the bots. This means that the electric kettle in the kitchen knows how and to what exact temperature it should boil the water for green tea and the bathroom window knows when it should ventilate so that the air is fresh, pleasantly warm, and not too humid. Devices are no longer "dumb" as a result.

Together with its partners such as Dornbracht, V-ZUG, REHAU, Hekatron, Sevaris, SONOS, tielsa, Smarter, and Amazon, digitalSTROM will show visitors at the trade fair precisely how all of this functions and the resulting opportunities that arise for the residents of a networked and intelligent home through many new and fascinating application examples.

"In Berlin, we are presenting the (r)evolution of living. With the advanced development of our digitalSTROM platform that will be introduced at the IFA, devices will now really become intelligent and customers can already start with one networked device," Martin Vesper, CEO of digitalSTROM, explains shortly before the opening of the trade fair in Berlin. The CEO of the German-Swiss company emphasizes that digitalSTROM is not only becoming more attractive for customers but also for possible partners due to this further development of the platform: "We have created even better preconditions for manufacturers of household appliances to stand out in their business segment and enter the service world." A small, seemingly inconspicuous black box and the new device bots are an important basis for this. "With our new dSS IP and digitalSTROM device bots, we offer our customers an unprecedented added value: do-it-yourself smart homes and the end of dumb devices. By simply plugging in just one single device, customers not only get full access to all of our platform's services but also to the world's best algorithms. In the process, we have significantly lowered the entry threshold to a consumer's own smart home and laid the cornerstone for the international mass market," Martin Vesper explains.

This is where you will find digitalSTROM at the International Consumer Electronics Fair (IFA):

IFA Berlin, Exhibition Grounds (Berlin ExpoCenter City), Messedamm 22, D-14055 Berlin
Hall 11.1 (TecWatch), Booth 9

All press information is available at presse.digitalstrom.com

About digitalSTROM:
digitalSTROM is a smart home standard that unites intuitive operation with uncomplicated, design-neutral installation. The foundation for this is the digitalSTROM platform, which allows controlling all devices via software to make them work together intelligently and become increasingly smarter. In comparison to almost any other smart home system, digitalSTROM therefore represents a comprehensive networking concept and a digital lifestyle. The German-Swiss company is committed to openness with this approach, which means that any device can become part of digitalSTROM's platform independent of its manufacturer – and without using a predetermined connection technology. This allows analog devices such as lamps or blinds to be digitalized by means of digitalSTROM switches and networked through the existing electrical wiring. As a result, digitalSTROM is not only one of the most reliable networking solutions but also suitable for both existing and new buildings since it dispenses with tedious and costly conversion work. Even devices that are networked via WIFI or LAN can quickly and easily become part of the digitalSTROM platform through simple plug & play thanks to the digitalSTROM server dSS-IP. In addition to giving a simple electric kettle many additional convenient functions, but also allows it to use digitalSTROM services such as voice command, timer function, and many others right after it is switched on. And in connection with a digitalSTROM device bot, a "dumb" device such as an electric water kettle also becomes smart because it can access the world's best algorithms and constantly keeps learning. The home digital infrastructure that is created by the digitalSTROM platform in this way is also distinguished by future viability because its basis is two very long-lasting infrastructures (electrical wiring and IP). Residents of a smart home powered by digitalSTROM's platform receive more than just a variety of smart applications and entire living scenarios for more comfort, energy efficiency, and safety – they also know that their home is becoming more intelligent and better over time. The digitalSTROM platform simultaneously provides a high degree of flexibility in terms of its modular expandability because just one device, for example, already suffices for using the full scope of the platform. This makes it possible to flexibly design and customize the home at any time according to changing living conditions and individual needs.

The digitalSTROM AG with headquarters in Zurich-Schlieren (Switzerland) markets digitalSTROM in Germany, Austria, Switzerland, and the Netherlands, as well as other European and non-European countries. Martin Vesper is the CEO of the company. The company was recently awarded the Future Digital Award for Best Consumer Product in the Smart Home category by the internationally renowned market research company Juniper Research. It received the Internet of Things Award (IoTA) by the Total Telecom Verlag publishing company in the Smart Home Initiative category.

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